



ORDER

Flight Dates **09/17/12-10/07/12**

Contract / Revision **310855 /**

Original Date / Revision
09/12/12 09/12/12

Advertiser **Yes on 204**

Agency **Carlton Media Group**

Buying Contact

**4475 E. Via Los Caballos
Phoenix, AZ 85028**

Product

Yes on 204 Flight1

Agency Com 15%

Billing Contact

**4475 E. Via Los Caballos
Phoenix, AZ 85028**

Sales Office KNXVL

Sales Region LOC

Agency Ref 2

Order Sep 00:20:00

Estimate # **11**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority DEF

Advertiser Ref

Primary Account Executive
KNXV House

Account Executive	Order%	Start Date	End Date
KNXV House	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	52	\$24,480.00	\$28,800.00	120.90
October 2012	27	\$14,960.00	\$17,600.00	59.50
Totals	79	\$39,440.00	\$46,400.00	180.40

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	52	\$24,480.00	\$28,800.00
10/01/12	10/07/12	27	\$14,960.00	\$17,600.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/17/12	09/30/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	5	\$250.00	P-3	2.00 NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--			5		\$250.00		2.00			
		Week: 09/24/12	09/30/12	MTWTF--			5		\$250.00		2.00			
N 2	KNXV	10/01/12	10/07/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	5	\$400.00	P-2	1.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--			5		\$400.00		1.00			



KNXV

Print Date: 09/12/12

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Contract / Revision **310855** Flight Dates **09/17/12-10/07/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:20:00

Advertiser **Yes on 204**

Product **Yes on 204 Flight1**

Estimate # **11**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KNXV	09/17/12	10/07/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----1-	:30	1	\$100.00	P-6	0.40	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1-					1	\$100.00		0.40			
		Week: 09/24/12	09/30/12	-----1-					1	\$100.00		0.40			
		Week: 10/01/12	10/07/12	-----1-					1	\$100.00		0.40			
N 4	KNXV	09/17/12	10/07/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----1	:30	1	\$100.00	P-6	0.60	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1					1	\$100.00		0.60			
		Week: 09/24/12	09/30/12	-----1					1	\$100.00		0.60			
		Week: 10/01/12	10/07/12	-----1					1	\$100.00		0.60			
N 5	KNXV	09/17/12	09/23/12	M-F 3pm-4pm Katie	CM	3pm-4pm	MTWTF--	:30	4	\$250.00	P-6	1.40	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					4	\$250.00		1.40			
N 6	KNXV	09/24/12	10/07/12	M-F 3pm-4pm Katie	CM	3pm-4pm	MTWTF--	:30	4	\$300.00	P-6	1.40	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					4	\$300.00		1.40			
		Week: 10/01/12	10/07/12	MTWTF--					4	\$300.00		1.40			
N 7	KNXV	09/17/12	10/07/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWTF--	:30	2	\$450.00	P-3	1.90	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					2	\$450.00		1.90			
		Week: 09/24/12	09/30/12	MTWTF--					2	\$450.00		1.90			
		Week: 10/01/12	10/07/12	MTWTF--					2	\$450.00		1.90			
N 8	KNXV	09/17/12	09/30/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	4	\$600.00	P-3	3.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					4	\$600.00		3.00			
		Week: 09/24/12	09/30/12	MTWTF--					4	\$600.00		3.00			
N 9	KNXV	10/01/12	10/07/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	4	\$850.00	P-2	3.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					4	\$850.00		3.00			
N 10	KNXV	09/17/12	10/07/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$600.00	P-3	3.00	NM	12	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					4	\$600.00		3.00			
		Week: 09/24/12	09/30/12	MTWTF--					4	\$600.00		3.00			
		Week: 10/01/12	10/07/12	MTWTF--					4	\$600.00		3.00			
N 11	KNXV	09/17/12	10/07/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$1,500.00	P-6	5.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--					1	\$1,500.00		5.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	----F--					1	\$1,500.00		5.00			
N 12	KNXV	09/17/12	10/07/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$1,200.00	P-2	3.00	NM	12	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					4	\$1,200.00		3.00			
		Week: 09/24/12	09/30/12	MTWTF--					4	\$1,200.00		3.00			



KNXV

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**KNXV-TV
PHOENIX**Contract / Revision **310855** Flight Dates **09/17/12-10/07/12**Hiatus DatesOriginal Date / Revision 09/12/12/ 09/12/12Order Sep 00:20:00Advertiser **Yes on 204**Product **Yes on 204 Flight1**Estimate # **11**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 12	KNXV	09/17/12	10/07/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$1,200.00	P-2	3.00	NM	12	\$14,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MTWTF--			4			\$1,200.00		3.00				
N 13	KNXV	09/24/12	10/07/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	3.10	NM	2	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1			\$1,200.00		3.10				
Week:		10/01/12	10/07/12	-----S			1			\$1,200.00		3.10				
*Tax 1 Note: Tax 0.5%.														Totals	79	\$46,400.00

*Tax 1 Note: Tax 0.5%.